**Brand Copy Outline**

**Brand Goals:**

1. Translate your vision, values and offerings into a compelling and unique brand.
2. Differentiate your benefits, services, products and personality
3. Build messaging and materials around your specific audiences

**Ideal Clients:** Outline your ideal clients below

Demo 1: i.e. Owners of businesses in the healthcare sector

Demo 2: i.e. Attorneys, CPA’s and business to business professionals

Demo 3: i.e. Athletes

Demo 4: i.e. Parents of young school age children

**Your personality traits:** List the personality traits you would like to be associated with your brand

i.e. Open, honest and transparent

i.e. Thoughtful, calculated,

i.e. Easygoing, informal but professional

**Market Pillars:**

Market Pillar 1:

Market Pillar 2:

Market Pillar 3:

Market Pillar 4:

**Mission Statement:**

Ex: “To make self-care essential”

Unplugged Essentials

**Vision Statement:** A vision statement helps employees, associates and vendors to understand the meaning and purpose of your business by describing the long term results of your organizations efforts.

**Ex: “**To create a world where everyone has a place to live.**“**

Habitat for humanity

**Value Proposition Statement:** What is the fundamental value you promise to deliver to customers?

Ex: Business is better when you’re connected

Spectrum Marketing Group

**What do you provide?**

**How do you provide it?**

**Why are you different?**

**How are you credible?**

**Positioning Statement:** A concise description of how you want your target market to perceive your brand.

Ex: “For consumers who want to purchase a wide range of products online with quick delivery, Amazon provides a one-stop online shopping site. Amazon sets itself apart from other online retailers with its customer obsession, passion for innovation, and commitment to operational excellence. “

Amazon